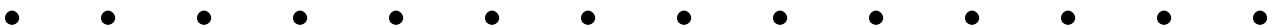




Business Program Review



2003-2004

Prepared for
Citrus Community College District

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FULL TIME FACULTY:

Levi Richard
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PART TIME FACULTY:

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Richard Ghidella
John Gordon
Bruce Grossman
Gale Thompson
Gregory White

VACANCY

Two full time tenure track positions

LIST OF DEGREES OFFERED:

Associate in Science in Business

PROGRAM DESCRIPTION

The Business Program encompasses a broad area of study that includes business management, business law, marketing, business ethics, and business communication skills. The Business Program within the Citrus College Business Department conducts the program with outstanding faculty to prepare students to transfer to four-year institutions, for professional careers and/or personal growth. The program combines classroom lectures, demonstrations and practical application within the business environment.

The Citrus College Business Program goals are:

- a) Provide basic business knowledge and skills for students.
- b) Prepare students to enter the job market.
- c) Provide courses required for students to complete Associates of Science degrees.
- d) Provide classes for enrichment and upgrading of skills for students currently employed.
- e) Provide courses to support other curricular areas on campus.
- f) Provide transfer credit to four-year colleges and universities.
- g) Schedule classes at night and on-line to increase flexibility and opportunity for adult education

MISSION

The Business Department has adopted the following Vision Statement:

The Business Department will help set the direction for new pedagogy to train future business leaders. We will utilize technology to enhance the learning and preparation of our students to be employed in various business entities. We will prepare our students to become productive employees through teaching skills that will enable each one to advance in his or her chosen field of study. We conscientiously serve students who are seeking, keeping, advancing and transitioning in jobs while enhancing their formal education.

Tenets:

1. We believe in ethical behavior.
2. We are committed to preparing our students.
3. We believe in instilling a strong sense of confidence and self worth.
4. We believe that our success comes from each individual in the department being committed to serving student needs.
5. We believe in honest communication.
5. We believe in utilizing technology to enhance the quality and delivery of instruction.
7. We believe in teaching our students the importance of timeliness.
8. We believe that the development of our students depends upon the growth and enhancement of our department members.
9. We believe in motivating our students.
10. We believe in working together as a team.
11. We believe in life long learning.

COMMENDATIONS:

- a) The Business Program meets the mission of the district.
- b) The Business Program stresses problem solving, teamwork and communication skills as part of the course content.
- c) The Business Program provides occupational education for students preparing for employment.
- d) Business students are from culturally diverse groups.
- e) The Business Program meets its stated objectives.

RECOMMENDATIONS:

- a) List Real Estate and Office Technology classes under the umbrella of Business in the college catalogue with appropriate cross-referencing.
- b) Integrate technology into current business curriculum (i.e. management, marketing, business law, business communications)
- c) Continue to review and enhance the business major for an AS degree.
- d) Develop an E-commerce class within the business department
- e) Develop additional Distance Education courses

NEED

COMMENDATIONS:

- a) Core courses are offered which meet transfer requirements to four-year colleges and universities.
- b) New courses were developed and implemented to meet the needs of students and industry. One new course for 2002-2003 is Personal Finance (BUS 146).
- c) A full time student is able to complete the Business Program in two years.
- d) The Business program schedules course offerings in the evening and on line.

RECOMMENDATIONS:

- a) Continue articulation with four-year colleges and universities for transfer credit for our courses and to assist us in determining need for curricula changes.
- b) Continue to articulate with local high schools.
- c) Add two additional full-time faculty members to replace faculty loss through attrition and to meet state requirements relative to full time/part time ratio.
- d) Continue offerings in the evenings and on line.
- e) Increase utilization of technology in Business Program courses.
- f) Require a student project incorporating use of technology and the Internet.

QUALITY

COMMENDATIONS:

- a) Full-time and part-time faculty in this discipline meet district qualifications.
- b) Business faculty members are ethnically diverse.
- c) Business courses demand writing and critical thinking.
- d) All faculty members utilize technology to enhance the classroom educational experience.
- e) The Citrus Business Association has been approved by the administration and is a successful and popular student organization.

RECOMMENDATIONS:

- a) All syllabi should include: clear grading standards, attendance and make up policy, office hours, homework policy, and a general DSPS statement.
- b) Faculty should review course for sensitivity to cultural differences and ethics in the context of business.
- c) Conduct meetings with all business faculty members to ensure compliance with recommendations and commendations in the Business program Review at least once per year.
- d) Conduct meetings with all full-time Business Department faculty members at least once per semester to enhance overall communication within the Business Department.

FEASIBILITY

COMMENDATIONS:

- a) Students are currently able to use the lab facilities for class assignments.
- b) Library provides excellent resources, training and support enabling student research.
- c) Business classrooms are upgraded to support use of technology and multi media in instruction.

RECOMMENDATIONS:

- a) Continue to integrate technology within the curriculum and incorporate business decision-making activities through computer technology.
- b) Courses and/or programs in the area of E-Commerce should be considered for inclusion in the Business program.

COMPLIANCE

All requisites have been reviewed and updated.

There are no regulatory or licensing mandates for this program.